KYW

DAILY PROGRAM SCHEDULE

MONDAY, APRIL 10, 1950

PHILADELPHIA

TYPE	TIME	PROGRAM	ENG.	ANN	ST.	CL.	PRODUCTION OR REHEARSAL
		GRAVES - PROGRAM SUPERVISOR - 5.45 AM to 9.30 AM					
NCSA	5.59	Opening and Weather Report	AP	GRA	G		
ET	6.00	Morning Salute	AP	GRA	G		Davis
SA		(PRSMA Annct)					
SA		(Grocery Annct)					
SA		(Illustrated Current News Annct)					
PSA		(Top Tune Time Promotion Annct)					
	6.25	News	AP	GRA	G	6.30	Davis
PSA	6.30	Promotion S.B.	AP	GRA	G		
ET	6.30	Musical Clock	AP	BEN	G		
ET	6.45	Musical Clock	AP	BEN	G		
SA		(Carter's Little Liver Pills Et)					
NCSA		(1950 Cancer Drive Annct)					
		Weather Bureau (Approx 6.50 AM		Custom House Phila., Pa.			
ET	6.55	Windshield Wiper Pgm (Anderson Co)	AP	BEN	G		
PSA	7.00	Promotion S.B.	AP	BEN	G		
PSA	7.00	News Annct	AP	BEN	G		
ET	7.00	Musical Clock	AP	BEN	G		
NCSA		(Salvation Army Annct)					
SA		(Groves Labs Fitch Shampoo Et)					
SA	7.15	Brown & Williamson-Kools (Et) S.B.	AP	BEN	G		
	7.15	United Press News (Esso)	AP	GRA	G		7.00 Davis
ET	7.20	Musical Clock	AP	BEN	G		
SA		(Hanscom Bros Bakery Annct)					
SA		(Standard Brands-Tenderleaf Tea Et)					
NCSA	7.30	Salvation Army S.B.	AP	BEN	G		
ET	7.30	Musical Clock (Mennen Co)	AP	BEN	G		
ET	7.45	Musical Clock	AP	BEN	G		
SA		(Bristol Myers-Ipana Et)					
SA		(Phillip Morris-Spud Et)					
SA		(Pharmaco Chooz Gum Et)					
NCSA	7.59.30	KYW FM Opening	RW	GRA	F		
	8.00	KYW FM will carry all programs and announcements from KYW to 11.15 PM					
PSA	8.00	Promotion S.B.	AP	BEN	G		
ET	8.00	Musical Clock (Metropolitan Ins Co)	AP	BEN	G		
ET	8.15	Musical Clock	AP	BEN	G		
SA		(Anders and Jervis Chevrolet Annct)					
SA		(Colgate Supersuds Et)					
SA		(Colgate Halo Shampoo Et)					
NCSA	8.30	Visit The Zoo S.B.	TB	BEN	G		
	8.30	News (Broad Motors Co)	TB	BEN	G		
NCSA	8.35	1950 Cancer Drive S. B.	TB	BEN	G		
ET	8.35	Musical Clock	TB	BEN	G		
SA		(Doan's Pills Et)					
SA		(Gen Foods-Birdseye Et and Tyin)					

TYPE	TIME	PROGRAM	ENG.	ANN.	ST.	CL. L.	PRODUCTION OR REHEARSAL
SA		(Colgate Dental Cream Et)					
SA		(Standard Brands - Royal Desserts Et)					
SA		(Kellogg's All-Bran Et)					
SA		(Seeck and Kade - Pertussin Et)					
PSA	9.00	Promotion S. B.	TB	BEN	G	9.00	
	9.00	Lee and Gene	RW	GRA	D		8.30 Davis
SA		(Colgate Fab Et)					8.45 Engr
SA		(Carters Products - Arrid Et)					
NCSA		(Census Annct)					
PSA		(Top Tune Time Promotion Annct)					
SA		(Inter-County Hospitalization Plan Annct)					
NCSA	9.30	U. S. Navy S. B.	TB	GAN	F	9.30	
	9.30	Ruth Welles	TB	GAN	F		9.15 Pearce
SA		(Standard Brands - Fleishman Yeast Annct)					
SA		(Eclipse Pros - Mattresses Annct)					
SA		(General Foods - LaFrance Annct)					
SA		(Drackett Co. Annct)					
SA	10.00	PRSMA S. B.	TB	GAN	F		
	10.00	WELCOME TRAVELERS (P & G)					
PSA	10.30	Promotion S. B.	RW	GRA	F		
	10.30	NEXT, DAVE GARROWAY					
SA	11.00	Your Druggist S. B.	RW	GAN	F		
	11.00	WE LOVE AND LEARN (Manhattan Soap Co)					
NCSA	11.15	Weather Report S. B.	RW	GAN	F		
	11.15	RESERVED FOR GARROWAY					
SA	11.30	Grocery S. B.	RW	GAN	F		
	11.30	JACK BERCH SHOW (Prudential Life Ins. Co)					
NCSA	11.45	Traffic Safety S. B.	RW	GRA	F		
	11.45	DAVID HARUM (B. T. Babbitt Co)					
RECORD	12.00	Closed Circuit(Traffic Talk) to 12.15 PM approx off net	TB				
PSA	12.00	Esso Courtesy S. B.	RW	GRA	F		
ET	12.00	Midday Revue - with Jack Pyle	AP	PYLE	E		11.00 Davis
SA		(Colgate Lustre Creme Shampoo Et)					11.35 Engr
SA		(Kelloggs Et)					
PSA		(Calling All Detectives Promotion Annct)					
NCSA		(Incurable Cancer Annct)					
	12.30	United Press News (Esso)	RW	GRA	F		12.15 Davis
ET	12.35	Midday Revue (Continued)	AP	PYLE	E		
SA		(Metropolitan Ins. Co. Annct)					
NCSA		(U. S. Army Recruiting Annct)					
		Weather Bureau (Approx 12.44 PM)		Custom House, Phila, Pa.			
PSA		(Promotion Annct)					
SA		(Quaker Stores Annct)					
SA		(Illustrated Current News Annct)					
PSA		(Top Tune Time Promotion Annct)					
NCSA		(Census Annct)					

TYPE	TIME	PROGRAM	ENG.	ANN.	ST.	CL. L.	PRODUCTION OR REHEARSAL
SA		(McCormick & Co Tea Et)					
SA		(Colgate Palmolive Soap Et)					
SA		(Colgate Ajax Cleanser Et)					
SA		(Lever Bros Surf Et)					
NCSA	1.30	Weather Report S.B.	BR	GAN	F		
ET	13.0	Here's To Veterans Pgm (Et & Tyin)	BR	GAN	F		1.15 Pearce
NCSA	1.45	**Salvation Army S. B.**	BR	GAN	F	1.45	
	1.45	Bob Wilson - News	BR	GRA	F		1.30
PSA	2.00	Promotion S.B.	BR	GAN	F	2.00	
	2.00	DOUBIE OR NOTHING (Campbell Soup Co)					
NCSA	2.30	**1950 Cancer Drive S. B.**	BR	GRA	F		
	2.30	TODAY'S CHILDREN (Gen Mills)					
		(No station identification at 2.45)					
	2.45	LIGHT OF THE WORLD (Gen Mills)					
SA	3.00	**Parkview Apartments S. B.**	BR	FLT	F		
	3.00	LIFE CAN BE BEAUTIFUL (P & G)					
		(No station identification at 3.15 PM)					
	3.15	ROAD OF LIFE (P & G)					
SA	3.30	Reynolds-Cavalier Et S.B.	BR	GAN	F		
	3.30	PEPPER YOUNGS FAMILY (P & G)					
		(No station identification at 3.45)					
	3.45	RIGHT TO HAPPINESS (P & G)					
NCSA	4.00	**Visit the Zoo S. B.**	RW	FLT	F		
	4.00	BACKSTAGE WIFE (R.L. Watkins Co)					
		(No station identification at 4.15)					
	4.15	STELLA DALLAS (Phillips Chemical Co)					
SA	4.30	Bon Ami Co Et S. B.	RW	JON	F		
	4.30	LORENZO JONES (P & G)					
SA	4.45	Bristol Myers Ipana Et S.B.	CD	GAN	F		
	4.45	YOUNG WIDDER BROWN (Phillips Chemical Co)					
		FRANKLIN PROGRAM SUPERVISOR 5.00 PM to 1.00 AM					
SA	5.00	R.J. Reynolds Et S.B.	CD	GAN	F		
	5.00	WHEN A GIRL MARRIES (Gen Foods)					
		(No station identification at 5.15)					
	5.15	PORTIA FACES LIFE (Gen Foods)					

TYPE	TIME	PROGRAM	ENG.	ANN.	ST.	CL'L	PRODUCTION OR REHEARSAL
SA	5.30	S O S Scouring Pads Et S. B.	CD	FLT	F		
	5.30	JUST PLAIN BILL (Amer Home Prods)					
		(No station identification at 5.45)					
	5.45	FRONT PAGE FARRELL (Amer Home Prods Co)					
SA	6.00	Phila Saving Fund S. B.	LS	GAN	F		
	6.00	United Press News (Esso)	LS	JON	F		5.45 Davis
PSA	6.05	Bob Wilson Courtesy	LS	FLT	F	6.05	
NCSA	6.05	Salvation Army S. B.	LS	FLT	F		
	6.05	Bob Wilson - News	LS	GAN	F	6.15	5.45 Davis
ET	6.15	Calling All Detectives	CD	MIL	E		5.45 Pearce Engr & Anncr
PSA	6.30	Promotion S. B.	CD	JON	E	6.30	
	6.30	Weather Or Not	LS	SKN	G		
ET SA	6.35	The Stars Sing (Bell Telephone Co. Et)	CD	JON	E	6.35	Derbyshire
NCSA	6.45	1950 Cancer Drive S. B.	LS	FLT	F	6.45	
	6.45	SUNOCO THREE STAR EXTRA (Sun Oil Co)					
		RECORD	EJ				
SA	7.00	Breyers Et S. B. & Tyin	LS	JON	F		
	7.00	LIGHT UP TIME (American Tobacco Co)					
SA	7.15	Phila. Trans. Co. Et S. B.	LS	FLT	F		
	7.15	NEWS OF THE WORLD (Miles Labs)					
PSA	7.30	Promotion S. B.	CD	JON	E	7.30	
	7.30	Political (Republican-Duff-Fine Coalition)	LS	FLT			
		RECORD	EJ				
		Program will be fed to MCR from Station WILK, Wilkes-Barre, Pa.					
RECORD	7.45	Chemistry Lengthens Our Lives pgm	EJ/BR		D		
NCSA	7.45	Salvation Army S. B.	LS	FLT	F	7.45	
ET	7.45	Adventures in Music (Land Title Bank)	CD	JON	E		7.00 Davis Engr & Anncr
SA	8.00	Time (Bulova)	LS	FLT	F	8.00	
	8.00	THE RAILROAD HOUR (Assn of American Railroads)					
SA	8.30	Jacob Reed Sons S. B.	CD	JON	F		
	8.30	VOICE OF FIRESTONE (Firestone Tire Co)					
SA	9.00	Brown and Williamson Kools Et S. B.	CD	JON	F		
	9.00	THE TELEPHONE HOUR (Bell Telephone System)					
SA	9.30	General Baking - Bond Bread S. B.	CD	FLT	F		
	9.30	CITIES SERVICE BAND OF AMERICA (Petroleum Advisors Inc)					

TYPE	TIME	PROGRAM	ENG.	ANN.	ST.	CL. L.	PRODUCTION OR REHEARSAL
PSA	10.00	Promotion S. B.	LS	FLT	F		
	10.00	NIGHTBEAT					
SA	10.30	Breyers (Et and Tyin) S. B.	LS	JON	F		
	10.30	DANGEROUS ASSIGNMENT (Ford Motor Car Co)					
SA	11.00	C. Schmidt & Sons Et S. B.	LS	JON	F		
	11.00	United Press News (Esso)	LS	FLT	F		10.45 Davis
PSA	11.05	Bob Wilson Courtesy	LS	FLT	F		
PSA	11.05	Promotion S. B.	LS	JON	F	11.05	
	11.05	Bob Wilson - News (Keystone Auto Club)	LS	MIL	F		
NCSA	11.15	Salvation Army S. B.	LS	FLT	F	11.15	
NCSA	11.15	KYW FM Signoff	LS	FLT	F		
ET	11.15	The Tom Rodgers Show	CD	TOM	G	11.30	10.30 Pearce
SA		(Illustrated Current News Anncts)					
PSA		(Top Tune Time Promotion Annct)					
PSA		(Promotion Annct)					
PSA	12.00	Promotion S. B.	CD	JON	G	12.00	
ET	12.00	The Kay Wylie Show	CD	KAY	G	12.30	
SA		(Evans Lighter Et)					
SA	12.55	PRSMA S. B.	CD	JON	G	12.55	
	12.55	NEWS					
NCSA	1.00	Signoff	LS	JON	F		

EMERGENCY SHEET

8.00	NO SERVICE AVAILABLE TO KYW	6.30	SKETCHES IN MELODY
9.00	RED FOLEY AND CO	7.30	ECHOES FROM THE TROPICS
9.30	CLEVELANDAIRES	7.45	H. V. KALTENBORN
12.00	NO SERVICE AVAILABE TO KYW	11.00	NOT AVAIL TO KYW
12.15	ECHOES FROM THE TROPICS	11.15	MINDY CARSON SINGS
12.30	THE HOMETOWNERS	11.30	DAVE GARROWAY SHOW
1.00	BOSTON SYMPHONY - DRESS REHEARSAL	12.00	NEWS
1.30	GEORGE HICKS - NEWS	12.05	JOHNNY BRADFORD SHOW
1.45	TAKE FIFTEEN	12.30	EDGEWATER BEACH CLUB ORCHESTRA
6.00	NEWS		
6.15	CLEM MC CARTHY		

ANNOUNCERS DUTY SCHEDULE

ANNOUNCER	START	FINISH	LUNCH HOUR
Graves	5.45 am	2.45 pm	10.30 - 11.30 am
Gans	9.15 am	6.15 pm	12.00 - 1.00 pm
Fleetwood	1.00 pm	11.30 pm	8.00 - 9.00 pm
Franklin	4.05 pm	1.05 pm	9.00 - 10.00 pm

Day Off: Rodgers
Millerand

STUDIO RESERVATIONS

AM	10.30	Audition - Recording			A		
		Studio Engr - 10.30 AM	GG				Davis
		Recording Engr - 1.00 PM	TB				
		Announcer - 1.00 PM		FLT			
PM	12.00	Philco WPTZ (To 5.45 PM)			B		

TYPE	TIME	PROGRAM	ENG.	ANN.	ST.	CL. L.	PRODUCTION OR REHEARSAL
		TECHNICIAN ASSIGNMENTS F/G					
AM		5.00 - 8.30	AP				
		8.30 - 10.15	TB				
		10.15 - 12.35	RW				
PM		12.35 - 3.30	BR				
		3.30 - 4.30	RW				
		4.30 - 5.30	CD				
		5.30 - 8.15	LS				
		8.15 - 9.30	CD				
		9.30 - Signoff	LS				
		TECHNICIAN ASSIGNMENTS FM XMTR					
AM		7.00 - 11.30	GF				
		11.30 - 12.30	EJ				
PM		12.30 - 4.00	GF				
		4.00 - 8.30	HB				
		8.30 - 9.30	BR				
		9.30 - 1.00	HB				
		ANNOUNCERS DUTY SCHEDULE					
AM		6.30 - 9.00		BEN			
		10.00 - 10.15		GAN			
		10.15 - 10.30		GRA			
		10.30 - 11.30		GAN			
		11.30 - 12.30		GRA			
PM		12.35 - 1.00		GRA			
		1.00 - 1.30		GAN			
		2.00 - 2.30		GRA			
		2.30 - 3.00		FLT			
		3.00 - 3.30		GAN			
		3.30 - 4.05		FLT			
		4.05 - 4.30		JON			
		4.30 - 5.00		GAN			
		5.00 - 5.30		FLT			
		5.30 - 6.00		GAN			
		6.45 - 7.00		JON			
		7.00 - 7.15		FLT			
		8.00 - 9.00		JON			
		9.00 - 10.00		FLT			
		10.00 - 11.00		JON			
		12.55 - 1.05		JON			